

C. Meyy
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PROPOSED AMENDMENT "B"
FOR DISCUSSION

APPLICANT: Laurie Cairns

GROUP ART UNIT: 2764

SERIAL NO.: 09/028,718

EXAMINER: J. Young

FILING DATE: February 24, 1998

INVENTION: "METHOD FOR PRODUCT PROMOTION"

Hon. Assistant Commissioner for Patents
Washington D.C. 20231

SIR:

OFFICIAL

The following amendments are presented for discussion.

In the Claims:

Amend the claims as follows:

- Sub C1*
- 1.(Twice Amended) A process for product promotion, comprising the steps of:
providing a product or service;
providing sweepstakes information with said product or service, said sweepstakes
information directing a purchaser or potential purchaser to a network address and
including a unique code, said sweepstakes information being provided by at least one
of modification of packaging of said product or service or modification of said
product or service or incorporation of a card or piece into said packaging;
providing a site at said network address;